

## Abstract

The diploma thesis entitled "*Media Image of Czech fine arts in Události v kultuře on ČT Art*" covers the theme of Czech fine arts and its media image within the cultural and news program Události v kultuře on ČT Art. The aim of the work is to map the media image of Czech fine arts in such cultural-news program, which is produced on a daily basis by Czech public television. For such an analysis, the method of combined quantitative and qualitative content analysis is used, which examines individual reports from a given programme throughout the year 2019. The thesis wants to answer in what form, how and in what frequency was Czech fine arts represented in Události v kultuře in 2019. The aim is to answer which artists were represented in the programme the most, which institutions or topics had the greatest representation in the news program and what are the properties of a news topic to be able to get into the cultural-news program on national public television at all. The theoretical part of the thesis firstly outlines the theoretical framework of the topic, which is general description of a television as a medium and then, based on the literature, the concept of media image, the concept of public law and news and its values, are described. Subsequently, the background of the researched subject is theoretically mapped, ie Czech Television, the ČT Art channel and the programme Události v kultuře, and the events on the Czech art scene in 2019 are briefly mapped. The practical part focuses on the description of methodology, research specifications, research questions and procedure of the analysis. Thesis then contains the content analysis itself with its results and in the end the analysis results are summarized, described and presented to the reader.

VIČAROVÁ, Barbora. *Mediální obraz českého výtvarného umění v Událostech v kultuře na ČT Art*. Praha, 2020. 81 s. Diplomová práce (Mgr.). Univerzita Karlova, Fakulta sociálních věd. Institut komunikačních studií a žurnalistiky. Katedra mediálních studií. Vedoucí diplomové práce PhDr. Mgr. Hana Sládková, Ph.D.